

2021



Carolinias-Virginia  
Minority Supplier  
Development Council

BUILDING A GROWTH MINDSET

G R O W I N G F R O M M I L L I O N S T O

B I L L I O N S

TITLE SPONSOR



EQUITABLE  
ADVISORS

AUGUST 2-3, 2021 • 44TH BUSINESS OPPORTUNITY CONFERENCE



**Stefon Pettigrew**

If delivering results were a person, you would find Stefon Pettigrew. This New York native is a creative thinker that takes pride in his name and in the work that he stands behind.

He is very personable, passionate, committed, and fears failure. When working with Stefon, his overall objective is to ensure that his clients have met their overall marketing goals.

Stefon founded KBF Marketing in 2016. Prior to launching KBF Marketing, he worked at CBS Radio as the Promotions Director, creating contests and experiential events for their listening audience. He later transitioned into local Ad Sales and then went onto National Advertising, working with national brands such as Hostess, Coca-Cola, Good Humor, 50Floors, and more, billing 10million dollars in annual revenue for the company.

On his spare time, Stefon was a hired freelancer to assist with Marketing campaigns for brands such as Sony Music, General Mills, PBS, and many others. With the success of working alongside these brands as a freelancer and with his experience in corporate marketing and advertising, Stefon stepped down from his position at CBS to create KBF Marketing. Stefon has secured strategic partnerships to be able to drive diverse, relatable, effective, and impactful campaigns to ensure successful client deliverables.

**Stefon  
Pettigrew**

**Founder, Consultant &  
Creative Thinker**

**KBF Marketing**